## ORDER



 Order / Rev:
 37567

 Alt Order #:
 08879084

 Product Desc:
 Issue

Estimate: 1565

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 10/10/12 / 10/10/12

Order Type: GENERAL

KI

Primary AE: Mike Jones

Sales Region: N

Sales Office:

K-WAS National

Agency Name: Mundy Katowitz Media

Buying Contact:

1322 G Street SE

Washington, DC 20003

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

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00:15:00

Agency Commission: 15%

Advertiser Name: Priorities USA Action

Billing Contact:

Demographic: A35+
Product Codes: PO1

Priority: LV1

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount			
10/01/12	10/22/12	43	\$50,850.00	\$43,222.50			

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$50,850.00	\$43,222.50	0.00
Totals	43	\$50,850.00	\$43,222.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Iones		•	Start Of Order - End Of Order	100%

Order Share	Share	Tota
KLAS	30%	\$50,850.00
Market	100%	\$169,500.00

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$42,375.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$8,475.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/17/12	2 10/17/12	8 News Now 5a M-F		5-6a	W	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
	8-NO\	N 5AM		8 News Now 5a M-F	•								
	_	tart Date	End Date		oots/Week	Rate	Rating						
V	Veek: 1	0/15/12	10/21/12	W	1	\$1,000.00	0.00				1		
E 2	8	10/18/12	2 10/18/12	8 News Now 5a M-F 8 News Now 5a M-F		5-6a	T	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00

Print Date: 10/10/12 16:21:44 Page 2 of 5

KLAS

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			-				
Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
8-NOW 5AM	inventory code Break	Starterio		Len Opols	Nate in	rtig Type opots	Tunount
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00				
E 3 8 10/19/12 10/19/12		5-6a	F	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
8-NOW 5AM	8 News Now 5a M-F						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00				
E 4 8 10/16/12 10/16/12	8 News Now 6a M-F CM	6-7a	-T	:30 1	\$1,200.00LV1	0.00 NM 1	\$1,200.00
8-NOW 6AM	8 News Now 6a M-F						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00				
E 5 8 10/18/12 10/18/12	8 News Now 6a M-F CM	6-7a	T	:30 1	\$1,200.00 LV1	0.00 <b>NM</b> 1	\$1,200.00
8-NOW 6AM	8 News Now 6a M-F						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00				
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8-NOW 6AM	8 News Now 6a M-F						
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00				
E 7 8 10/22/12 10/22/12	·	6-7a	M	:30 1	\$1,200.00LV1	0.00 <b>NM</b> 1	\$1,200.00
8-NOW 6AM	8 News Now 6a M-F	•					
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/22/12 10/28/12 E 8 8 10/16/12 10/16/12		\$1,200.00 7-9a	0.00 -T	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
CBS THS MRNG-2<	CBS This Morning					ŀ	
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12 E 9 8 10/17/12 10/17/12		\$1,000.00 7-9a	0.00 W	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
CBS THS MRNG-2<	CBS This Morning				•		
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12 E 10 8 10/18/12 10/18/12	W 1 CBS This Morning 7-9a CM	\$1,000.00 7-9a	0.00	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
	CBS This Morning 7-9a CW	7-9a	,	.30 1	\$1,000.00E\$1	0.00 14101	\$1,000.00
CBS THS MRNG-2< <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12	T 1	\$1,000.00	0.00		04 000 001144	0.00 194	44 000 00
	CBS This Morning 7-9a CM CBS This Morning	7-9a	F	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
CBS THS MRNG-2< <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating				
Week: 10/15/12 10/21/12	F 1	\$1,000.00	0.00				
E 12 8 10/22/12 10/22/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	M	:30 1	\$1,000.00LV1	0.00 NM 1	\$1,000.00
CBS THS MRNG-2< <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating				
Week: 10/22/12 10/28/12	M 1	\$1,000.00	0.00			<del></del>	
E 13 8 10/16/12 10/16/12	Live w/Kelly CM Live w/Kelly	9-10a	-T	:30 1	\$1,100.00LV1	0.00 NM 1	\$1,100.00
LIVE WTH KELLY Start Date Find Date	Weekdays Spots/Week	<u>Rate</u>	Rating			Ì	
Start Date         End Date           Week: 10/15/12         10/21/12	-T 1	\$1,100.00	0.00				
E14 8 10/18/12 10/18/12	Live w/Kelly CM Live w/Kelly	9-10a	T	:30 1	\$1,100.00 LV1	0.00 <b>NM</b> 1	\$1,100.00
LIVE WTH KELLY	•					I	

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KLAS

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo		Rate Pri		Spots	Amount
E 14 8	10/18/1	2 10/18/12	•	СМ	9-10a	T	:30	1 \$	1,100.00LV1	0.00 NM	1	\$1,100.00
LIVE \	WTH KELI	.Y	Live w/Kelly									
	tart Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00						
E 15 8			8 News Now Noor		12-1230p	-T	:30	1 \$	1,200.00LV1	0.00 NM	1	\$1,200.00
			8 News Now Noo									
	N NOON tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	0/15/12	10/21/12	-T		\$1,200.00	0.00						
E 16 8	10/18/1	2 10/18/12	8 News Now Noo		12-1230p	T	:30	1 \$	1,200.00LV1	0.00 NM	1	\$1,200.00
8 News Now Noon M-F 8-NOW NOON												
	tart Date	End Date	<u>Weekdays</u> T	Spots/Week	<u>Rate</u>	Rating 0.00						
Week: 1		10/21/12 2 10/22/12	8 News Now Noor		\$1,200.00 12-1230p	M	:30	1 \$	1,200.00 LV1	0.00 NM	1	\$1,200.00
		2 /0/22/12	8 News Now Noo		. шоор			. •				V.,
_	W NOON	End Date	Mackdovs	Snote/Mock	Poto	Pating						
<u>ಎ</u> Week: 1	tart Date 0/22/12	10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
E 18 8	10/19/1	2 10/19/12	1230-2p Soaps/ L	MAD CM	1230-2p	F	:30	1 \$	1,350.00LV1	0.00 NM	1	\$1,350.00
BOI D	9 DEALIT	IFUL/DEAL	Soaps / Let's Mal	ke A Deal								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/21/12	F		\$1,350.00	0.00						
E 19 8	10/16/1	2 10/16/12	-	СМ	3-4p	-T	:30	1 \$	1,600.00LV1	0.00 NM	1	\$1,600.00
ELLE	N		Ellen									
<u>S</u> :	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	-T		\$1,600.00	0.00			4 000 001144	2 22 1114		
E 20 8	10/18/1	2 10/18/12	Ellen Ellen	CM	3-4p	T	:30	1 \$	1,600.00L <b>V</b> 1	0.00 NM	1	\$1,600.00
ELLE	N											
<u>S</u> Week: 1	tart Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	Rate \$1,600.00	Rating 0.00						
E 21 8			8 News Now 4p M		4-5p	W	:30	1 \$	1,600.00LV1	0.00 NM	1	\$1,600,00
			8 News Now 4p N		. 📭			. •	.,000.00271	0.00 1111		<b>4</b> 1,000.00
		NOW 430PM		Spata Milaak	Data	Dating						
<u>ર</u> Week: 10		End Date 10/21/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$1,600.00	Rating 0.00						
E 22 8	10/22/1	2 10/22/12	8 News Now 4p N		4-5p	M	:30	1 \$	1,600.00LV1	0.00 NM	1	\$1,600.00
9 1101	A/ ADM/Q N	10W 430PM	8 News Now 4p N	<b>Л-</b> F								
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1		0.00						
E 23 8	10/18/1	2 10/18/12	8 News Now 5-63	•	5-630p	T	:30	1 \$	1,700.00LV1	0.00 NM	1	\$1,700.00
NEWS	3		8 News Now 5-63	op w-r								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	T		\$1,700.00	0.00					l .	
E 24 8	10/19/1	2 10/19/12	8 News Now 5-63 8 News Now 5-63	•	5-630p	F	:30	1 \$	1,700.00LV1	U.UU NM	1	\$1,700.00
NEWS		_										
<u>SI</u> Week: 10	tart Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$1,700.00	Rating 0.00						
E 25 8			630-7p Inside Edit		630-7p	T	:30	1 \$3	3,000.00LV1	0.00 NM	1	\$3,000.00
121010			Inside Edition		•			•				
	E EDITION tart Date	N <u>End Date</u>	<u>Weekdays</u>	Spots/Week	Rate	Rating					i I	
Week: 10		10/21/12	T		\$3,000.00	0.00					ı	
E 26 8	10/22/1	2 10/22/12		СМ	630-7p	M	:30	1 \$3	3,000.00 LV1	0.00 NM	1	\$3,000.00

Print Date: 10/10/12 16:21:44 Page 4 of 5

1 \$3,000.00LV1

1 \$3,000.00LV1

\$950.00LV1

\$950.00LV1

\$950.00LV1

\$450.00LV1

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\$450.00LV1

\$100.00LV1

\$100.00LV1

1 \$1.000.00LV1

\$600.00LV1

0.00 NM

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Amount

\$3,000.00

\$3,000.00

\$950.00

\$950.00

\$950.00

\$450.00

\$450.00

\$450.00

\$100.00

\$100.00

\$1,000.00

\$600.00

Order / Rev:

37567

7-8p Rotator

7-8p Rotator

Weekdays

--W---

7-8p Rotator

7-8p Rotator

**Weekdays** 

Letterman

Letterman

Weekdays

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Letterman

Letterman

<u>Weekdays</u>

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Letterman

Letterman

**Weekdays** 

Craig Ferguson

Craig Ferguson

Weekdays

Craig Ferguson

<u>Weekdays</u>

Craig Ferguson

Craig Ferguson

137-237a M-F Elec Plyg@M

137-237a M-F Elec Plyg@M

Politics Now S Sebelius CM

Politics Now S Sebelius

Electric Playground

Electric Playground

Weekdays

<u>Weekdays</u>

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Weekdays

<u>Weekdays</u>

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Craig Ferguson

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10/28/12

**End Date** 

10/21/12

**End Date** 

10/21/12

**End Date** 

10/21/12

**End Date** 

10/21/12

**End Date** 

10/28/12

**End Date** 

10/21/12

**End Date** 

10/21/12

**End Date** 

10/28/12

**End Date** 

10/21/12

**End Date** 

10/21/12

**End Date** 

10/21/12

10/17/12 10/17/12

10/19/12 10/19/12

10/17/12 10/17/12

10/19/12 10/19/12

10/22/12 10/22/12

10/17/12 10/17/12

10/19/12 10/19/12

10/22/12 10/22/12

10/17/12 10/17/12

10/19/12 10/19/12

10/20/12 10/20/12

10/20/12 10/20/12

**ENT TONIGHT 30/INSIDER** 

**ENT TONIGHT 30/INSIDER** Start Date

D LETTRMAN-CBS< Start Date

D LETTRMAN-CBS< Start Date

D LETTRMAN-CBS<

LT-FERGUSN-CBS< Start Date

LT-FERGUSN-CBS< Start Date

LT-FERGUSN-CBS<

Start Date

Start Date

Start Date

**POLITICS NOW** Start Date

Start Date

Start Date

Advertiser:

**Priorities USA Action** 

Alt Ord

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Week: 10/15/12

Week: 10/15/12

Week: 10/15/12

Week: 10/15/12

Week: 10/22/12

Week: 10/15/12

Week: 10/15/12

Week: 10/22/12

Week: 10/15/12

Week: 10/15/12

Week: 10/15/12

8

8

**TBD** 

TBD

8

8

Order #:		088	379084			Product Desc	Issue		KLAS		
	Dates:	10/16/12 - 1		10/22/12		Estimate:	1565				
1	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type Spots	
		-		630-7p Inside Edi Inside Edition	tion						
	INSIDE	EDITION	1								
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				

\$3,000.00

Rate

Rate

1135p-1237a

Rate

\$950.00

1135p-1237a

Rate

\$950.00

1135p-1237a

Rate

Rate

\$450.00

1237a-137a

Rate

\$450.00

1237a-137a

Rate

(1:37 XM-2:37 XM)

(1:35 XM-2:35 XM)

(5:30 PM-6:00 PM)

Rate

\$1,000.00

7-8p

Rate

\$100.00

Various

Rate

\$100.00

137-207a

\$450.00

137-207a

(12:37 XM-1:37 XM)

(12:37 XM-1:37 XM)

(12:37 XM-1:37 XM)

\$950.00

1237a-137a

\$3,000.00

7-8p

7-8p

1 \$3,000.00

1

CM

Spots/Week

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10/16/12 - 10/22/12

Estimate:

1565

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
				Sat 7-8p - ET Wknd									
				Ent Tonight Weeken	d								
		ONIGHT 6		_							ĺ	Ī	
	_	tart Date	End Date		ots/Week	Rate	Rating						
	/eek: 1	0/15/12	10/21/12	S-	1	\$600.00	0.00						
E 39	8	10/21/1	2 10/21/12	8 News Now Sun 11		11-1135P	S	:30	) 1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now Sun 11	р								
	NEW:	S											
	<u>s</u>	tart Date	End Date		ots/Week	Rate	Rating						
	/eek: 1	0/15/12	10/21/12	S	1	\$1,100.00	0.00						
E 40	8	10/20/1	2 10/20/12	Sat 1235-135a DaVi	nci I6M	12.35a-1.35	aS-	:30	) 1	\$200.00LV1	0.00 NM	1	\$200.00
				Da Vinci Inquest		(12:35 XM-1	:35 XM)						
	<b>BRO1</b>	HRS&SIS	TRS<										
	<u>s</u>	tart Date	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating						
٧	/eek: 1	0/15/12	10/21/12	5-	1	\$200.00	0.00						
E 41	8	10/21/1	2 10/21/12	8 News Now Sun Al	1 #CM	8 News Nov	v Sun AS	:30	) 1	\$700.00LV1	0.00 NM	1	\$700.00
				8 News Now Sun Al	<i>I</i> 1 #1								
	8-NO	W SU MR1											
	<u>s</u>	tart Date	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating						
٧	/eek: 1	0/15/12	10/21/12	S	1	\$700.00	0.00					1	
E 42	. 8	10/21/1	2 10/21/12	Sun 3-4p Storm Sto	riesCM	3-4p	S	:30	) 1	\$450.00LV1	0.00 NM	1	\$450.00
				3-4p Storm Stories								1	
	STOF	RM STORIE	S										
	S	tart Date	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating					ŀ	
٧	/eek: 1	0/15/12	10/21/12	S	1	\$450.00	0.00						
E 43	8	10/21/1	2 10/21/12	8 News Now Sun 5-	7p CM	430-5p, 630	)-7pS	:30	) 1	\$650.00LV1	0.00 NM	1	\$650.00
				8 News Now Sun	,								
	INSID	E EDITIO	N										
	S	tart Date	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating						
٧	veek: 1	0/15/12	10/21/12	s	1	\$650.00	0.00						
										<del></del>	Totals	43	\$50,850.00